



www.powershot.com

**PowerShot**  
DIGITAL ELPH

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Actual Size

## PowerShot SD10 DIGITAL ELPH

Choose your own pulse: Piano Black, Iridescent White, Bronze or Silver. PowerShot SD10 Digital ELPH celebrates cutting-edge style and performance with 4 megapixel fidelity, **DiGiC** Imaging Processor and a host of impressive features. Experience 5-point AiAF autofocus, Quick Shot Mode, Movie Mode with many playback options, plus the instant gratification of Direct Printing.



4.0 Megapixels  
5.7x Digital Zoom  
SD Memory Card



Deluxe Leather Case  
with purchase



Actual Size

## PowerShot SD110 DIGITAL ELPH

White is out of sight. Just hold it in the palm of your hand and wait for the compliments. Silver White PowerShot SD110 Digital ELPH elevates the fine art of camera design. With 3.2 megapixel CCD, **DiGiC** Imaging Processor, a versatile 35-70mm zoom, Movie Mode, carefree Print/Share button – and much more – everything you want in an ultra-compact digital camera is right here.



3.2 Megapixels  
2x Optical Zoom  
6.4x Combined Zoom  
SD Memory Card



Actual Size

## PowerShot S410 DIGITAL ELPH

Cool is daring. The 4 megapixel PowerShot S410 Digital ELPH stands out with its streamlined design and quick, intuitive handling ease. A 9-point autofocus system teamed with a precision 36-108mm zoom lens and **DiGiC** Imaging Processor ensures impressively sharp, beautifully composed images every time. Discover a million and one uses for the handy ID Photo feature. And print pictures by simply pressing the convenient Print/Share Button.



4.0 Megapixels  
3x Optical Zoom  
11x Combined Zoom  
CompactFlash™ Card



Actual Size

## PowerShot S500 DIGITAL ELPH

Five is fabulous. Presenting the first 5 megapixel Digital ELPH. Engineered to capture every detail with exquisite sharpness, the S500 is a true creative tool. Its 36-108mm power zoom lens, **DiGiC** Imaging Processor, Print/Share button and numerous movie features are joined by a versatile ID Photo feature that makes personal-size images a breeze.



5.0 Megapixels  
3x Optical Zoom  
12x Combined Zoom  
CompactFlash™ Card



\* All accessories shown at bottom are optional.



**PowerShot**  
DIGITAL ELPH



Canon takes temptation to the max with a quartet of PowerShot Digital ELPH cameras designed to impress with daringly sleek good looks. Total performance versatility. And amazing image results.

# THE ULTIMATE COLLECTION

Here's the smart style you insist on... with the emphasis on intelligence. Count on Canon's exclusive **DiGiC** Imaging Processor to deliver enhanced picture quality, faster processing speed and razor-sharp clarity. See the brilliant difference that premium lenses make, backed by the most accurate autofocus technology. Make movies with sound, then print out a page filled with favorite-moment still shots. And enjoy the incredible convenience of printing your pictures simply by pressing one button. Sharing the best moments has never been easier.



S500 | Gorgeous Gratification.



**5.0**  
Megapixels

**3.0x**  
Optical Zoom

**12x**  
Combined Zoom

S410 | Tell It Like It Is.



**4.0**  
Megapixels

**3.0x**  
Optical Zoom

**11x**  
Combined Zoom

SD110 | White: Out Of Sight.



**3.2**  
Megapixels

**2.0x**  
Optical Zoom

**6.4x**  
Combined Zoom

SD10 | Choose Your Own Pulse.

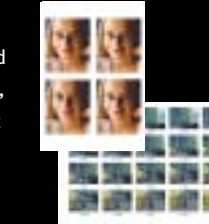


**4.0**  
Megapixels

**5.7x**  
Digital Zoom

## Everything Seems Possible with PowerShot Digital ELPH.

- High-Quality Lens**  
These ultra-compact cameras are even more impressive when you consider the cutting-edge technology of their precision optics. Miniature zoom lenses provide vibrantly sharp images and effortless composition flexibility.
- DiGiC Imaging Processor**  
Exclusive DiGiC Imaging Processor masterminds image excellence. Count on unsurpassed picture quality, faster processing speed, improved autofocus accuracy and extended battery life.
- Autofocus**  
Advanced focusing sensors across the entire picture-taking plane deliver impressively vibrant images with every shot. When subjects are far off-center, depend on single-point AF.
- iSAAPS Technology**  
Intelligent Scene Analysis technology instantly analyzes every picture-taking situation, providing perfectly calibrated exposure and white balance and capturing the most natural image quality with every shooting condition.
- Movie Mode**  
Switch to Movie Mode and enjoy movies with sound up to three minutes long. With PowerShot digital cameras, editing movies right on the camera is simple. And you have the choice to view your movies on the camera's LCD, your computer or TV.
- Print/Share Button\***  
Simply connect your camera to a PictBridge-compatible printer or a PC and press the Print/Share Button. With one button, professional photo prints are yours in moments or your images easily transfer to your PC. Here's digital at its most intuitive.
- ID Photo/Movie Print\***  
Make handy ID photo size prints and much more. And make more of your movies, with the clever Movie Print feature that prints a whole series of movie stills on a single page.
- Direct Print**  
The direct connection of your camera to a printer eliminates the need for a computer – print direct with a Canon Card Photo Printer, Direct Photo Printer or a PictBridge-compatible printer.



\* Not available on SD10.